

## Message Text

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ACTION PA-02

INFO OCT-01 ARA-10 ISO-00 BIB-01 CIAE-00 INR-10  
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P 211335Z JUL 78  
FM AMEMBASSY BRASILIA  
TO USICA WASHDC PRIORITY  
INFO SECSTATE WASHDC 8347

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FOR PGM/DP, AR FISCHMAN, SECSTATE/PA RESTON

E.O. 11652: N/A  
SUBJECT: PRESS AND FOREIGN RELATIONS SEMINAR, BR-09  
COMPREHENSIVE GUIDANCE FOR SPEAKERS

REF: USICA 6307, PARIS 22781

1. FOLLOWING IS UPDATED DESCRIPTION/FORMAT/SCHEDULE FOR  
SUBJECT SEMINAR INTENDED TO ASSIST SPEAKERS IN THEIR  
PREPARATIONS.

2. CONTEXT/PROGRAM RATIONALE: WHEREAS FOREIGN POLICY FORMU-  
LATION IN THE U.S. INVOLVES COMPLEX INTERACTION BETWEEN  
WHITE HOUSE, STATE DEPARTMENT, CONGRESS, THE PUBLIC, SPECIAL  
INTEREST GROUPS, AND THE MEDIA; BRAZIL'S POLICIES ARE  
FORMULATED AT THE CABINET LEVEL BY LIMITED NUMBER OF  
PROFESSIONALS. MILITARY HAS STRONG INFLUENCE THROUGH  
NATIONAL SECURITY COUNCIL. CONGRESS AND LIMITED NUMBER OF  
STRONG ECONOMIC GROUPS ALSO HAVE INFLUENCE BUT THROUGH  
DIFFERENT PROCESS THAN IN U.S. THE BASIC DIFFERENCES  
BETWEEN THESE TWO SYSTEMS AND PARTICULARLY THE  
MEDIA'S UNIQUE ROLE IN U.S. POLICY FORMULATION  
PROCESS ARE LITTLE UNDERSTOOD EVEN BY JOURNALISTS AND  
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DIPLOMATS IN BRAZIL.  
THE PURPOSE OF THIS SEMINAR IS TO PROVIDE, FOR  
SELECTED GROUP OF 30 BRAZILIAN JOURNALISTS AND OTHER  
LEADERS, A CLEARER VIEW OF HOW THE DIVERSE AND  
SEEMINGLY CUMBERSOME AMERICAN SYSTEM ACTUALLY WORKS,  
THOUGH UNDER THE FINAL CONTROL OF NO SINGLE  
OFFICE NOR GROUP.

SEMINAR FORMAT PROVIDES FOR PRESENTATION AND DISCUSSION OF BOTH BRAZILIAN AND AMERICAN EXPERIENCES/POINTS-OF-VIEW REGARDING EACH TOPIC ADDRESSED. IT IS FELT THAT AN HISTORICAL VIEW OF THE TWO SYSTEMS SIDE BY SIDE WILL STRESS COMPARABILITY WHERE IT DOES EXIST, BUT HIGHLIGHT THE UNIQUE FEATURES OF THE ROLE OF THE PRESS IN THE U.S. POLITICAL PROCESS.

2. PAPERS: EACH SPEAKER IS ASKED TO PREPARE A PAPER WITHIN SCOPE OF ASSIGNED TOPIC. THESE ORIGINALLY INTENDED FOR TRANSLATION AND DISTRIBUTION PRIOR SEMINAR. IF NOW IMPOSSIBLE TO SEND PAPERS IN ADVANCE DUE POST'S DELAY PROVIDING DEFINITIVE GUIDANCE, REQUEST SPEAKERS, AS LAST RESORT, COME WITH COMPLETED PAPERS IN HAND.

3. SEMINAR FORMAT: EACH OF FOUR HALF-DAY SESSIONS WILL FEATURE AN AMERICAN AND A BRAZILIAN SPEAKER, EACH OF WHOM WILL SPEAK 20 TO 30 MINUTES ON TOPIC OF THAT SESSION. TALKS INTENDED PRIMARILY TO STIMULATE DISCUSSION/DEBATE FOR WHICH AMPLE TIME BEING ALLOWED.

4. SCHEDULE/TOPICS/NOTES FOR SPEAKERS: SUNDAY, AUGUST 27, 1978: SPEAKERS EXPECTED TO ARRIVE BRASILIA BY MIDDAY AUGUST 27 FOR EMBASSY BRIEFING (UNLESS PREVIOUSLY BRIEFED.) SPEAKERS INVITED TO PRE-SEMINAR RECEPTION  
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SAME EVENING.

MONDAY, AUGUST 28: OPENING CEREMONY - BRIEF WELCOMING SPEECHES BY U.S. AMBASSADOR AND RECTOR, UNIVERSITY OF BRASILIA.

A.M. - FIRST SESSION-TOPIC: "THE PRESS AND INTERNATIONAL RELATIONS" -SPEAKERS: PROF. AFFONSO ARINOS DE MELLO FRANCO. (INTENDED FOR SALINGER. SINCE HE IS OUT SUGGEST RESTON, DIAMOND, OR HESS DOUBLE IN OPENING SESSION. WELCOME YOUR SUGGESTIONS AS TO BEST SOLUTION.) NOTES: PROFESSOR ARINOS IS RETIRES AMBASSADOR AND ONE OR BRAZIL'S MOST RESPECTED AND PROLIFIC WRITERS AND SPEAKERS IN POLITICAL/ INTERNATIONAL RELATIONS FIELD. TOPIC IS GENERAL, INTERNDENED TO GIVE OPENING SPEAKERS LATITUDE IN PAINTING BACKDROP FOR MORE SPECIFIC TOPICS TO FOLLOW. P.M. - SECOND SESSION. TOPIC: "HISTORICAL ASPECTS OF THE

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ROLE OF THE PRESS IN INTERNATIONAL RELATIONS".  
SPEAKERS: OLIVEIROS FERREIRA, DR. EDWIN DIAMOND.  
NOTE: OLIVEIROS FERREIRA IS A DIRECTOR OF AND  
POLITICAL EDITORIALIST FOR " ESTADO DE  
SAO PAULO," A LEADING CONSERVATIVE, PRO-DEMOCRATIC  
NEWSPAPER, FREQUENTLY CRITICAL OF GOB POLICIES.  
PROFESSOR DIAMOND IS ASKED TO EXPLAIN THE ROLE THE  
U.S. PRESS HAS PLAYED IN SHAPING, INFLUENCING,  
AND INTERPRETING U.S. FOREIGN POLICY FROM  
COLONIAL TO PRESENT TIMES. CASE ANALYSIS APPROACH  
IS SUGGESTED.  
TUESDAY, AUGUST 29: A.M.-  
THIRD SESSION. TOPIC: "THE INTERACTION BETWEEN THE  
GOVERNMENT AND THE PRESS IN INTERNATIONAL RELATIONS  
TODAY". SPEAKERS: TOM RESTON, RUBEM CARLOS LUDWIG.  
NOTES: RUBEM LUDWIG, AN ARMY COLONEL ON ACTIVE  
DUTY, SERVES AS CHIEF OF PRESIDENT GEISEL'S  
PRESS AND PUBLIC RELATIONS STAFF. IT IS ANTICIPATED  
THAT MR. RESTON WILL EXPRESS USG VIEW OF AND  
ATTITUDES TOWARD THE PRESS AND OTHER MEDIA AND  
THEIR RELATIONSHIP TO POLICY FORMULATION AND FOREIGN  
AFFAIRS. HE MIGHT BRIEFLY GO OVER THE CONSTITUTIONAL  
ROLE CONGRESS, PARTICULARLY THE SENATE, PLAYS IN  
FOREIGN POLICY FORMULATION AND ALSO INDICATE TYPE OF  
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ATTENTION WHITE HOUSE, STATE DEPARTMENT, AND  
CONGRESS PAY TO MEDIA TREATMENT OF FOREIGN  
RELATIONS ISSUES. ALSO, PERHAPS, THE ROLE OF MEDIA  
IN A SENATOR'S GAUGING CONSTITUENCY OPINIONS AND  
REACTIONS IN FORMULATION OF HIS OWN VOTING

POSITIONS ON FOREIGN POLICY MATTERS IN WHICH SENATE HAS PART.

P.M.- FOURTH SESSION. TOPIC: "PUBLIC OPINION AND THE PRESS IN THE DYNAMICS OF INTERNATIONAL RELATIONS".

SPEAKERS: STEPHEN HESS, CLEANTHO DE PAIVA LEITE.

NOTES: THE BRAZILIAN SPEAKER IS PRESIDENT OF THE BRAZILIAN INSTITUTE FOR INTERNATIONAL RELATIONS. LATTER IS DIVISION OF GETULIO VARGAS FOUNDATION, GOB AND PRIVATELY FUNDED INSTITUTION FOR RESEARCH AND TEACHING (THROUGH GRADUATE LEVEL) IN ECONOMICS, BUSINESS ADMINISTRATION, AND INTERNATIONAL RELATIONS. HE IS ALSO EDITOR, "REVISTA BRASILEIRA DE POLITICA INTERNACIONAL" AND

BOARD MEMBER OF BRAZIL'S SECOND LARGEST PETROLEUM COMPANY. FORMERLY BRAZILIAN REPRESENTATIVE, INTERAMERICAN DEVELOPMENT BANK. HESS PRESENTATION INTENDED TO INCLUDE THE INFORMATIVE AND INTERPRETATIVE ROLES PLAYED BY MEDIA IN U.S. FOREIGN RELATIONS. THIS COULD INCLUDE THE AMERICAN CONCEPT OF THE PUBLIC'S RIGHT AND NEED TO KNOW. ALSO COULD INCLUDE MEDIA EFFORTS TO INFLUENCE FOREIGN POLICY AND RELATIVE POWER TO DO SO.  
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## Message Attributes

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